

Age 18-24
Quit Line Data Summary
January 1 - March 31, 2004

	18 - 24	State
Number of Calls to Quit Line	N = 402	N = 3,363
Percent of Statewide Calls	15.2%	100.0%
Percent of State Population in County¹	9.5%	100.0%
	18 - 24 %	State %
Gender	N = 381	N = 2,906
Female	63.0%	64.2%
Male	37.0%	35.8%
Race/Ethnicity	N = 353	N = 2,468
People of Color	13.3%	13.1%
White	86.7%	86.9%
Age	N = 402	N = 2,642
18 - 24 years old	100.0%	15.2%
Education	N = 373	N = 2,581
Did not graduate high school	28.2%	19.0%
High school graduate	40.5%	36.0%
Some college/vocational school	29.2%	36.4%
College graduate	2.1%	8.6%
Caller Type	N = 387	N = 3,052
General Information	5.9%	12.6%
Health care provider	0.3%	3.6%
Tobacco user	93.8%	83.8%
Payer Type	N = 277	N = 2,005
Insured	28.5%	31.2%
Uninsured	39.0%	29.4%
Medicaid	32.5%	39.4%
Heard About	N = 330	N = 2,412
Past caller	10.9%	15.7%
Employer/worksites	0.9%	1.2%
Health care provider	28.8%	31.8%
Television	13.6%	11.9%
Outdoor advertisement (billboard/bus/wall)	3.3%	1.8%
Targeted mailing	0.0%	0.1%
Great Start	0.3%	0.2%
Radio	1.5%	1.8%
Newspaper/Magazine	0.3%	0.7%
Brochure/Newsletter	6.4%	5.4%
Family or friend	22.7%	22.7%
Health Department	6.4%	5.4%
School	4.8%	1.4%